



2010 Advertising Insertion Order

Advertiser _____

Contact Name _____

Mailing Address _____

Telephone _____

Fax _____

E-mail _____

Ad Frequency/Rate/billing: _____

| Issue (Ad Closing) | EDITORIAL FOCUS | Ad Size |
|----------------------------|---|---------|
| Jan-Feb 12/14 | Success 2010 (Business Issue) • Supplier-Contractor Relationships • Quality Control / Coatings Inspection • Decorative Floors • 2010 Business Forecast • Franchise / Big Box relationships • Contractor Secrets of Success • Special Ad Section: <i>Coatings Inspection Instruments</i> • Bonus Distribution: <i>PACE, World of Concrete</i> | |
| March 2/15 | • Spring Fix-Up Issue • Exterior Paints • Exterior Painting Access & Safety • Fighting Mold & Mildew • Handling Change Orders • Murals / Trompe L'oeil • Wallpaper Removal • Special Ad Section: <i>Mold & Mildew Products & Coatings</i> • Bonus Distribution: <i>Meeting of the Masters</i> | |
| April 3/17 | • Tools & Equipment Buying Guide • The Right Brush/Roller for the Job • Environmental Control: Dehumidification, Ventilation, Containment • Work Vehicles & Accessories • Bonus Distribution: <i>National Hardware Show</i> | |
| May-June 4/16 | • Green Issue - PWC Green Awards! • Green Coatings • Green Project Profiles • Safer Prep • Gilding • The Paperless Contractor • Wallpaper Primers • Special Ad Section: <i>Green Coatings & Sundries</i> • Bonus Distribution: <i>IDAL Convention</i> | |
| July-August 6/16 | • Decks and Wood Exteriors • Pressure Washing • Commercial Decorative Concrete • Better Branding (apparel, signs, accessories) • Wallpaper Adhesives • Getting Started in Public Contracts • Special Ad Section: <i>Concrete Coatings & Training</i> • Bonus Distribution: <i>NGPP Convention</i> | |
| Sept-Oct 8/16 | Decorative Finishing Issue • Restoration Coatings • Wood Prep, Repair & Protection • Grand Entrances • Access for Decorative & Restoration Projects • Winning Web Ways • Exit Strategies / Succession Planning • Special Ad Section: <i>Decorative Coatings</i> | |
| November 10/18 | • Paint & Coatings Buying Guide • Waterproof & Basement Coatings • Drywall Repair • New Model Trucks & Vans • Special Ad Section: <i>Vehicles & Accessories</i> | |
| December 11/12 | • Kitchen/Bath Specialty Coatings • Caulks/Sealants • Decorative Trends 2011 • Ladder Safety • Workers' Comp • Bigger, Better Leads • Special Ad Section: <i>World of Concrete Preview</i> | |

Advertiser Signature _____

Date _____

PWC Signature _____

Date _____